

Part I: Definition (3 points each)

1. branding
2. break-even analysis
3. cannibalization
4. cognitive dissonance
5. derived demand
6. frequency
7. marketing concept
8. opinion leaders
9. price skimming
10. strategic business unit

Part II: 選擇題 (2 points each)

1. According to Maslow, which of the following statements is not true about hierarchy of needs?
  - a. Unfilled need becomes the motivation for behavior.
  - b. Not all of these needs are innate.
  - c. Needs cannot be satisfied simultaneously.
  - d. Hierarchy of needs has been empirically proved.
  - e. A person will satisfy lower order needs before attempting to satisfy higher order ones.
2. \_\_\_\_ is the most desirable consumer purchase decision from marketers' perspective.
  - a. Limited problem solving behavior
  - b. Extensive problem solving behavior
  - c. Routinized response behavior
  - d. Cognitive dissonance behavior
  - e. None of the above
3. Among the different marketing communication methods, \_\_\_\_ provides the best opportunity for tailoring presentations to target customers.
  - a. advertising
  - b. sales promotion
  - c. direct marketing
  - d. personal selling
  - e. public relations
4. At which stage of consumer adoption process is customer satisfaction mostly emphasized?
  - a. trial stage
  - b. interest stage
  - c. awareness stage
  - d. evaluation stage
  - e. adoption stage
5. After the visit of National Cheng Kung University's web site, John decide to put National Cheng Kung University as his top choice for his college education. John's decision is primarily a result of
  - a. influences from friends and family
  - b. internal information search
  - c. external information search
  - d. alternative evaluation
  - e. none of the above

(背面仍有題目,請繼續作答)

**Part III: Essay**

1. Describe and discuss diffusion process and product life cycle in details, including their formation, stages, characteristics, and so on. What is the relationship between diffusion process and product life cycle? How can marketers benefit from understanding the concept of diffusion process and product life cycle? How can these concepts be integrated into the development of marketing strategies? (35 points)
2. The consumer market is mainly composed of individual consumers and families. It has been suggested that family life cycle should be taken into consideration while developing marketing strategies for a product. Please describe stages of traditional family life cycle and their characteristics in details. Discuss the importance and applications of family life cycle in developing marketing strategies. In addition, over the years, family life cycle has been modified to reflect the changes in social environments. What are the modifications of the traditional family life cycle? (25 points)